

## REMARKS

Reconsideration of the pending application is respectfully requested. Applicant wishes to thank the Examiner for a thorough examination and detailed office action.

Also, Applicant thanks the Examiner for the his professionalism demonstrated in the telephonic interview on Tuesday March 8, 2005.

Further to the exchange from the telephonic interview, Applicant has amended 14-26 to more clearly define the claimed invention, and also added new claims 27-28.

### Title of the Invention

In response to the Examiner's comment pursuant to 37 CFR 1.72, Applicant has amended the Title of the Invention to be more descriptive and technically accurate of the present invention. Approval is respectfully requested.

### Claim Objections

In response to the Examiner's query as to the "*identifier*" in claims 14 and 19, Applicant has amended claims 14 and 19 to clarify that the session-based "*identifier*" is used for communicating between the server and the impression providers, such that the true identity of the Internet client is preserved by the server. (Application, para. 28, 47, 48)

Applicant has also amended claims 25-26 in accordance with the Examiner's instruction.

Respectfully, Applicant requests that the Examiner's objections be withdrawn.

### Claim Rejection.

In response to the Examiner's rejection of claims 25-26 under Sec. 112, first paragraph, due to lack of support in the specification, Applicant respectfully directs the Examiner's attention to Specification, pg. 7, para. 38, where such features are described. The rejection is requested to be withdrawn.

### New Claims Added

Applicant has added new claims 27-28 to recite providing directional guidance to the Internet client in addition to the impression. This feature is disclosed in Specification, pg. 8, end of para. 44. No such directional guidance is disclosed by Hanson.

### Claim Rejections – Sec. 102

Applicant has amended claims 14-16, 19-20, 24 to clarify the claimed invention, which utilizes the wireless Internet client's real-time location for the impression provider to bid on. Applicant notes that such real-time location may be generated by the GPS receiver coupled to the wireless Internet client (Specification, para. 10, 19, 26, 31, 37). Such real-time location is not disclosed by Hanson. Real-time location of the wireless Internet client, particularly mobile clients, may be the actual location of the wireless client, whereas the “pre-established” location in the profile may be the geographical area, e.g. billing address, entered by the client when initially establishing her profile information. For example, the client may pre-establish her home location in her profile, but her real-time location may be somewhere between work and home. As such, the real-time location allows the advertisers to target location-based services or products to the client as the client moves around.

The use of this “real-time” location, in addition to the profiled geographical location, is not disclosed by Hanson.

Also, Applicant has amended the claims to clarify that the impression received by the Internet client is the **full and complete impression** provided from the advertiser. This full and complete impression is different from Hanson's providing merely bare-bone bid values or offers from the advertisers for the user to choose. As discussed with the Examiner during the telephonic interview, the impressions received by the Internet client of the present invention, without his choosing, are the full and complete message. Such is quite different from the mere bid values or offers for an auction display transmitted to the user for selection (Hanson, Fig. 11, Step 1120; Fig. 13, Step 1121C; col. 10, lines 46-51; col. 12, lines 60-6). The user in Hanson still needs to choose one of the bids or offers in

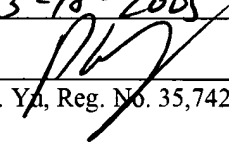
order to see the full and complete impression, whereas the present invention sends such full and complete message automatically to the user.

Such distinction, between a full message and a mere bid value, is more than trivial and inconsequential, since the wireless Internet client in the present invention is not bombarded with repeated messaging and receives the full message all at once.

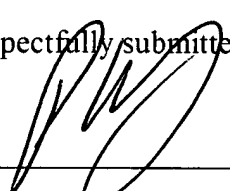
In summary, Applicant respectfully submits that the claims as amended are patentable over Hanson, and should be in condition for allowance upon the Examiner's consideration. The Examiner is encouraged to contact the undersigned Attorney to discuss any matter relating to the present application.

I hereby certify that this correspondence is being deposited with the US Postal Service with sufficient postage as First Class mail in an envelop addressed to Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on this date:

3-18-2005

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